

Born Learning Materials

GIVEAWAYS					
Format	Item	Use:	Strengths	Weaknesses	Cost
Give-away		Events where parents under 5 will attend			
	Recipes for Learning: spiral bound notebook of fun activities parents can do to spark children’s language and learning. (no photographs of children)				Quantity Price 100 \$7,189.00 200 \$7,669.00 1,000 \$11,166.00 10,000 \$45,242.00
	Grocery store Tip Pad: A magnetized list that has fun tips for making grocery shopping fun and a learning opportunity for children (no photographs of children)				Quantity Price 1,000 \$3,610.00 2,000 \$5,664.00 5,000 \$11,538.00
	Kidbasics: a set of cards held together with a ring that describe tips, tricks and answers for caring for your young child (photo on front is a Caucasian girl)				Quantity Price 100 sets \$1,986.00 200 sets \$2,214.00 1000 sets \$4,331.00 10000 sets \$14,914.00
	The Playbook: an accordion style book that contains rules and guidelines to help you make the most of your child’s playtime. (photos are: Caucasian girl, African-American girl)				Quantity Price 100 \$806.00 200 \$819.00 1,000 \$905.00 10,000 \$1,987.00
MEDIA					
Format	Item	Use:	Strengths	Weaknesses	Cost
Outdoor (billboard)		Parent Education / Brand Awareness	Broad local market coverage Geographic flexibility within a market High frequency against mobile target audiences Low cost-per-thousand (cpm) impressions Short, concise messgaes can attract attention and have impact	Unable to reach specific audiences beyond geography Lack of illumination can impact visibility Static, two-dimensional Exposure to potential bad weather or vandalism	<u>PHOENIX</u> 14’x48’ Bulletins, 5 billboard locations 5-month minimum = \$55,000 - \$70,000 <u>TUCSON</u> 14’x48’ Bulletins, 5 billboard locations 5-month minimum = \$35,000 - \$50,000 <u>RURAL MARKETS</u> 10’x30’, 12’x24’ or other small billboard, 1 location 5-month minimum = \$3,300-\$6,000

	Look! a big purple rectangle! Everyday moments can be learning moments with your kids. (no photograph of child)				
	I spy something green! Everyday moments can be learning moments with your kids. (no photograph of child)				
Radio Spot			Theatre of the mind Low cost, efficient audience delivery Depending upon availability, able to purchase on short notice Messages are mobile--can be heard anywhere Local appeal	Fragmentation due to multiple formats appealing to same demos Clutter, program interruptions due to oversold advertising, station promotions Effeciency is relative to supply and demand Need significant frequency to be effective Because there is no hard copy, missed information is often lost	<p><u>PHOENIX MARKET</u> Phoenix is the 15th largest Metropolitan Statistical Area in the country with nearly 3.2 million people (12 years or older). There are many stations in every format giving listeners many choices.</p> <p>3-week flight = \$52,000 - \$65,000</p> <p><u>TUCSON MARKET</u> Tucson is the 61st largest Metropolitan Statistical Area in the country and has a 12+ population of 824,000. Because it is a much smaller market than Phoenix it costs much less to reach Tucson residents.</p> <p>3-week flight = \$14,000 - \$18,000</p> <p><i>*Based on a minimum of 300 Arbitron ratings points for a 3-week flight (standard media measurement) targeting adults 18-49</i></p> <p><u>RURAL MARKETS</u> Radio stations vary in strength of signal and size of audience. In non-rated markets outside of the two largest metro areas, costs vary based upon size of the market, competition and supply and demand. There may only be one station in a rural market or there may be several.</p> <p>3-week flight, = \$400 - \$1,500</p>
	Circles & Rectangles (See script in .pdf)				
	All the Pretty Cars (see script in .pdf)				
Newspaper Ads					Even with declining circulations, newspaper is still an effective way to reach consumer. As with other media, the larger the

					<p>publication’s circulation, the greater the cost.</p> <p><u>STATEWIDE</u> FTF can reach residents of all 15 Arizona counties, in both urban and rural areas, with ads in weekly community papers.</p> <p>2 col. X 12” B/W, 1-time insertion = \$21,500 Based on insertion in the following periodical publications:</p> <ul style="list-style-type: none">▪ White Mountain NavApache Independent▪ Sierra Vista Herald/Bisbee Daily Review▪ Arizona Daily Sun▪ Copper Country News▪ Payson Roundup▪ Eastern Arizona Courier▪ The Copper Era▪ Parker Pioneer▪ Kingman Daily Miner▪ Today’s News-Herald▪ Holbrook Tribune-News/Silver Herald▪ Casa Grande Dispatch▪ Nogales International▪ The Daily Courier▪ The Sun▪ The Arizona Republic▪ Arizona Daily Star
	Look! a big rectangle! Let’s try and find other rectangles in this newspaper (no photograph of child)				
COLLATERAL MATERIALS (Posters, Flyers, Etc.)					
Format	Item	Use:	Strengths	Weaknesses	Cost
Educational Materials (single- or double-sided sheets with checklists, logs, and ideas/activities. Available in Color					

or Black and White).																									
8.5x11 Flyer	Your child @ Birth 2months 4-6 months 6-12 months...and so on				<table><tr><td>Quantity</td><td>Price</td></tr><tr><td>100 sets</td><td>\$2,610.00</td></tr><tr><td>200 sets</td><td>\$2,626.00</td></tr><tr><td>1000 sets</td><td>\$2,994.00</td></tr><tr><td>10,000 sets</td><td>\$8,275.00</td></tr></table> *Based on the 11 sheet packet COLOR <table><tr><td>Quantity</td><td>Price</td></tr><tr><td>100 sets</td><td>\$1,178.00</td></tr><tr><td>200 sets</td><td>\$1,188.00</td></tr><tr><td>1000 sets</td><td>\$1,533.00</td></tr><tr><td>10,000 sets</td><td>\$6,156.00</td></tr></table> *Based on the 11 sheet packet BLACK and WHITE	Quantity	Price	100 sets	\$2,610.00	200 sets	\$2,626.00	1000 sets	\$2,994.00	10,000 sets	\$8,275.00	Quantity	Price	100 sets	\$1,178.00	200 sets	\$1,188.00	1000 sets	\$1,533.00	10,000 sets	\$6,156.00
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	Five Key Ideas for Parents				<table><tr><td>For All Flyers:</td><td>Single side</td></tr><tr><td>Quantity</td><td>Price</td></tr><tr><td>500</td><td>\$295.00</td></tr><tr><td>5000</td><td>\$2450.00</td></tr><tr><td>10,000</td><td>\$3900.00</td></tr></table> <table><tr><td>For All Flyers:</td><td>Double</td></tr><tr><td>Quantity</td><td>Price</td></tr><tr><td>500</td><td>\$634.00</td></tr><tr><td>5000</td><td>\$4170.00</td></tr></table>	For All Flyers:	Single side	Quantity	Price	500	\$295.00	5000	\$2450.00	10,000	\$3900.00	For All Flyers:	Double	Quantity	Price	500	\$634.00	5000	\$4170.00		
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					10,000	\$8339.00
	Are you baby smart quiz				Same As Above	
	Everyday Activities for Dad				Same As Above	
	Family History Projects				Same As Above	
	Meal Ideas for Young Children				Same As Above	
	Fun Games with Songs				Same As Above	
	Sleep Diary				Same As Above	
	Learning on the Go				Same As Above	
	Make Reading Fun				Same As Above	
	Understanding your Child’s Cues				Same As Above	
Poster	5 Key Ideas				Quantity	Price
					100	\$612.00
					200	\$627.00
					1,000	\$756.00
					10,000	\$2,178.00
Fact Sheets - Excerpts from the book Understanding Children, by Richard Saul Wurman and Civitas, © 2002. Full-color magazine-style layouts that feature information, questions & answers and recommendations on various topics.	Understanding Children: How fathers and mothers differ?				For All Flyers:	
					Quantity	Price
					500	\$510.00
					5000	\$3465.00
					10,000	\$5848.00
	Understanding Children: What roles might my parents play in my child’s life?				Same As above	
	Understanding Children: What is intelligence?				Same As Above	
	Understanding Children: How Can I Recognize my child’s illness?				Same As Above	
	Understanding Children: How Does Play				Same As Above	

	Encourage Literacy				
	Understanding Children: How Can I Help My Child to Develop manners?				Same As Above
	Understanding Children: Parent/Child Relationship				Same As Above
	Understanding Children: How do I help my child develop good sleep habits?				Same As Above
	Understanding Children: What are the stages of sleep?				Same As Above

Questions for Councils to Consider In Determining Which Born Learning Items to Invest In:

What are effective ways to reach parents in our community?

Where do parents in our community get information?

What parent support/ education/awareness strategies have we funded (home visitation, early literacy, etc.)?

Are there Born Learning materials that can enhance or complement those strategies?

What contracts or relationships do we have that we can leverage to distribute this information?

What resources do we want to commit to this strategy versus another communications strategy (such as outreach consultant)?

RESTRICTIONS: Born Learning materials are copyrighted and cannot be altered in any way, with the exception of adding the FTF logo.

Please note: the Born Learning giveaways are VERY specific to parent or caregiver-specific and are appropriate for general community events.